



125 West 55th St
New York, NY 10019

Contract # 25341365	Changes as of: 10/25/2016 at 1:54 PM	Version: Original Order	
CPE: 1222/1829/4962	Flight: 10/26/16 - 11/8/16	Station: KIMA	Total \$: \$27,450.00
Agency: STRATEGIC MEDIA PLACEMENT	Advertiser: 11032	Market: Yakima	Total Spots: 40
7669 STAGERS LOOP	Product: TV	Office: WASHINGTON	Total CPP: \$168.40
DELAWARE, OH 43015	Agency Order #: 5516866	Primary Demo: Adults 35+	Total GRP: 163.0
	Buyer: Shaw, Adam	Con Type: POLITICAL/VOTE	
	Salesperson: JONATHAN VITTI	Assistant: KENNETH MIELE	Separation:
	212-373-8256	212-373-8113	

Comments: Enterprise Washington PAC Broadcast 10.26-11.8

NAB, Traffic, Check copies in Eport;Separation: 30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/26 - 11/2		Total Spots	Total \$	CPP	GRP
							10/26	11/2				
1	W-F,M-Tu 6:30a-7a		KIMA+ Action News @Sunrise	\$475.00	4.0	30	2	2	4	\$1,900.00	\$118.75	16.0
2	W-F,M-Tu 7a-8a		CBS This Morning	\$450.00	4.0	30	3	3	6	\$2,700.00	\$112.50	24.0
3	W-F,M-Tu 8a-9a		CBS This Morning	\$250.00	4.0	30	3	3	6	\$1,500.00	\$62.50	24.0
4	Su 7a-8:30a		CBS Sunday Morning	\$350.00	3.0	30	1	1	2	\$700.00	\$116.67	6.0
5	Su 8:30a-9a		Face The Nation	\$300.00	3.0	30	1	1	2	\$600.00	\$100.00	6.0
6	W-F,M-Tu 5p-5:30p		KIMA+ Action News @ 5p	\$1,600.00	6.0	30	2	2	4	\$6,400.00	\$266.67	24.0
7	W-F,M-Tu 6p-6:30p		KIMA+ Action News @ 6p	\$1,600.00	6.0	30	2	2	4	\$6,400.00	\$266.67	24.0
8	Sa 6p-6:30p		CBS Saturday news	\$1,200.00	4.0	30	1	1	2	\$2,400.00	\$300.00	8.0
9	Sa 6:30p-7p		KIMA+ Action News @ 630p	\$800.00	4.0	30	1	1	2	\$1,600.00	\$200.00	8.0
10	W-F,M-Tu 11p-11:35p		KIMA+ Action News @ 11p	\$425.00	3.0	30	3	3	6	\$2,550.00	\$141.67	18.0
11	Su 11p-11:30p		KIMA+ Action News @ 11p	\$350.00	2.5	30	1	1	2	\$700.00	\$140.00	5.0
TOTALS:							20	20	40	\$27,450.00	\$168.40	163.0



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		Con Type: POLITICAL/VOTE	
		Assistant: KENNETH MIELE 212-373-8113	Separation:

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/25/16 1:55 PM	JONATHAN VITTI	Enterprise Washington PAC Broadcast 10.26-11.8 NAB, Traffic, Check copies in Eport;Separation: 30

Competitive Information	
Market Budget:	\$63,837
KIMA Share:	43%
Comment:	
KAPP:	9%
KCYU:	14%
KNDO:	34%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	40	\$27,450.00	\$168.40	163.0
Total	100%	40	\$27,450.00	\$168.40	163.0

Monthly Summary		
Month	Spots	Dollars
2016-Oct	20	\$13,725.00
2016-Nov	20	\$13,725.00
Total	40	\$27,450.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	10/25/16 1:54 PM	JONATHAN VITTI	New	40		\$27,450.00	\$27,450.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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